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**Wednesday
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Fax**
from
**The
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7 marketing-related FTC priorities for 2004

Lee Peeler, deputy director of the Federal Trade Commission's Bureau of Consumer Protection, cited these seven top 2004 action priorities for the FTC during a legal conference:

■ **Enforce national Do-Not-Call list**

"This is a hugely popular initiative that the FTC will make sure succeeds," Peeler noted.

■ **Demand compliance with
Telemarketing Sales Rule**

Among other things, U.S. telemarketing regulations limit up-selling and the use of certain account information for marketing purposes.

■ **Crack down on phony weight-loss
advertising**

The FTC has launched a guide to seven claims that all advertising media should review before accepting weight-loss ads.

"Weight loss was one of the first FTC prosecutions in the 1920's," Peeler said. Since then, "Ads have gone from the back of the book to mainstream media."

"The weight-loss area is unique. Claims are ... outrageous ... the science is well established," he stressed.

■ **Protect data security** to safeguard
consumer privacy

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■ **Enforce "Can Spam"**

The Can Spam Act was passed by Congress and signed into law by President George W. Bush at the end of 2003. It went into effect January 1, 2004.

It limits – but, critics say, does not effectively forbid – much unsolicited commercial e-mail. Penalties include jail time, forfeiture of Spam-generated income, and up to millions of dollars in fines.

The Act also mandates that the FTC set up a national Do-Not-E-Mail registry.

■ **Monitor rebate complaints**

"We're serious" about requiring that consumers receive timely rebates on purchases that advertising promises, Peeler said. "We don't want manufacturers and fulfillment houses pointing fingers about who didn't send the rebate check."

■ **Pursue all types of fraud**

Just in case you are wondering, the FTC is unwilling to adopt a wink-wink, nudge-nudge policy toward illegal and false advertising. Honesty is still the best policy.

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